

A large, semi-transparent, stylized '@' symbol is positioned on the left side of the slide, overlapping the background.

## Nudging for Better Security

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FISSEA



In a perfect world....

# Hardened Humans

NEVER

- fall for phishing attacks
- hold the door for “colleagues” carrying equipment
- visit compromised websites
- click on pop-ups
- send data to their personal email
- use their work laptop for personal business

Maybe your world is perfect...  
*...but that is certainly not the norm!*

# Why listen to us?

# fiserv.

**Peter Corrao**

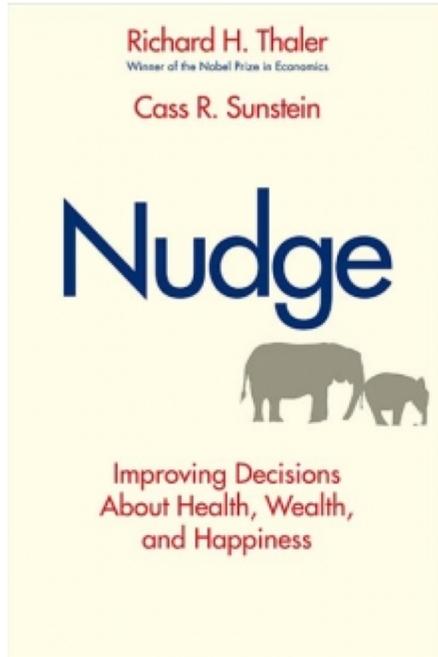
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## Dictionary

nudge



## nudge

/nɛj/

*verb*

1. **prod (someone) gently, typically with one's elbow, in order to draw their attention to something.**  
"people were nudging each other and pointing at me"  
*synonyms:* [poke](#), [elbow](#), [dig](#), [prod](#), [jog](#), [jab](#)  
"he nudged Ben"

*noun*

1. **a light touch or push.**  
"he gave her shoulder a nudge"  
*synonyms:* [poke](#), [prod](#), [jog](#), [jab](#), [push](#), dig (in the ribs)  
"Maggie gave him a nudge"



# Choice Architecture

Decisions are influenced by many different things—*why not make it conscious?*

# How We Think

## Automatic System

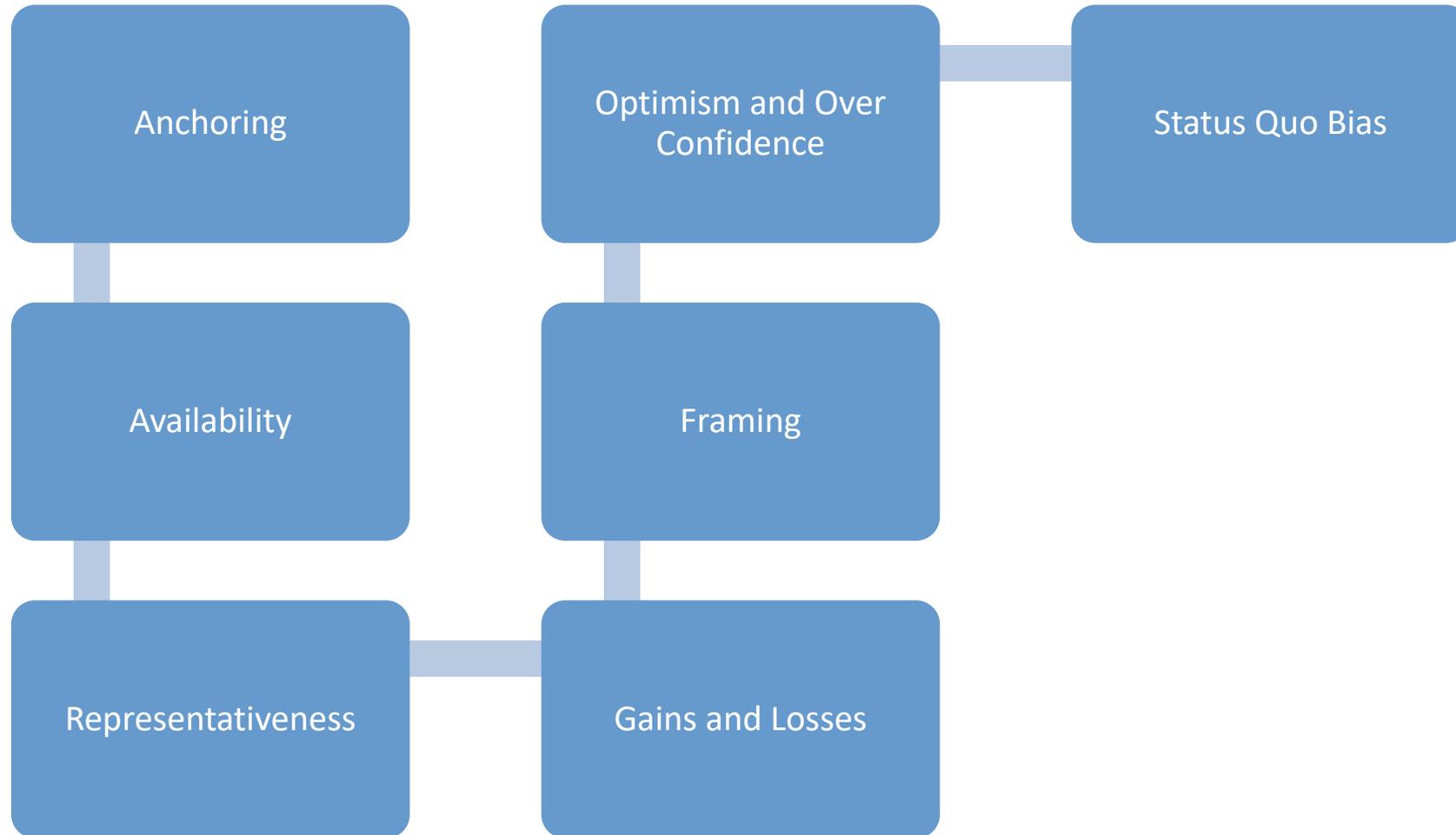
- Uncontrolled
- Effortless
- Associative
- Fast
- Unconscious
- Skilled

## Reflective System

- Controlled
- Effortful
- Deductive
- Slow
- Self-aware
- Rule-following

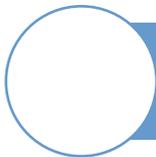


# Choice Architecture – what influences us?



# What Do We Want to Do?



 Slow Down the Process



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PrestigePoint  
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...wear glasses or corrective lenses when driving?

## Organ donation

I want to register my details on the NHS Organ Donor Register so that someone whose organs/tissue may be used for transplant after my death. Please put  in the boxes that apply.

Any of my organs and tissue  or

- Kidneys
- Corneas
- Heart
- Lungs
- Liver



# Be a Firewall





When you Can't Change User Behavior -  
*Technology is your friend*

# Q&A

# Thank You!